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MEETING

STATE OF CALIFORNIA

INTEGRATED WASTE MANAGEMENT BOARD

BUDGET AND ADMINISTRATION COMMITTEE

JOE SERNA, JR., CALEPA BUILDING

1001 I STREET

2ND FLOOR

COASTAL HEARING ROOM

SACRAMENTO, CALIFORNIA

WEDNESDAY, SEPTEMBER 11, 2002

9:00 A.M.

JAMES F. PETERS, CSR, RPR
CERTIFIED SHORTHAND REPORTER
LICENSE NUMBER 10063

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

APPEARANCES

COMMITTEE MEMBERS

Jose Medina, Chairperson

Linda Moulton-Patterson

Michael Paparian

STAFF

Mark Leary, Executive Director

Kathryn Tobias, General Counsel

Terry Jordan, Deputy Director

Frank Simpson, Assistant Director

Bill Albert

Lanny Clavecilla

Tiffany Donohue

Judy Friedman

Martha Gildart

Roni Java

Jill Jones

Wes Mindermann

Deborah Orrill

Chris Peck

Susan Villa

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CHAIRPERSON MEDINA: Good morning. We're going to go ahead and start the meeting.

Today's Wednesday, September 11th, 2002. This is a meeting of the budget and Administration Committee.

The Board members are, to my right, Board Member Paparian; and Chair Linda Moulton-Patterson is on her way.

We're going to start with the Pledge of Allegiance, and then we are going to have a moment of silence.

Shall we stand please.

(Pledge of Allegiance.)

CHAIRPERSON MEDINA: And now we'll have a moment of silence for those persons who tragically lost their lives and September 11th, 2001, and for the loved ones they left behind.

(Moment of Silence.)

CHAIRPERSON MEDINA: With that we will start with the Deputy Director's report.

Ms. Jordan.

DEPUTY DIRECTOR JORDAN: Thank you, Chair.

Good morning, Chair, Member Paparian. Terry Jordan with the Administration Division.

As you are aware, the Legislature passed the fiscal year budget. The Governor signed the budget bill

1 on Thursday, September 5th. This budget requires an
2 additional 1,000 state positions, for a total of 7,000
3 state positions to be eliminated; and another \$750 million
4 on top of the 20 percent directed in General Fund trimmed
5 from the State operating budgets.

6 Staff and I will be meeting with each of you
7 within the next few weeks to review on the closure of our
8 fiscal year 2001 and 2 budget and the structure of this
9 fiscal year's budget.

10 In addition to catching up on payments for
11 invoices held during the interim of no-budget period,
12 accounting staff are busy and will be calculating late
13 penalty payments for the last three months. There is a
14 cost to not having a timely budget.

15 Today's Committee agenda includes two fund
16 allocation items, one which is being continued to October;
17 two presentations, also one which I'd like to propose to
18 be continued to October; and two contract items with
19 fiscal impact.

20 In the future the Committee will be hearing
21 monthly presentations from each of the small offices, as
22 is being provided today by the Public Affairs office.

23 In addition, the Administration and Finance
24 Division will be providing reports on areas of
25 responsibility and updates in administrative program

1 areas.

2 And that concludes my Deputy Director's report.

3 So with that we'd like to go into item B. And
4 I'd like to introduce that item, consideration of
5 consulting and professional services concepts for fiscal
6 year 2002 and 3 from the Integrated Waste Management
7 account.

8 Susan Villa will be presenting this item. But
9 before she starts I'd like to make a couple of comments.
10 One is that the executive staff made recommendations on
11 this item. And the logic behind those recommendations
12 were that we were following the Board's direction over the
13 past six months or so with regards to what we saw -- they
14 saw as priority areas and also with regards to our
15 strategic plan.

16 In addition, on the exec staff recommendation, as
17 you'll note on Attachment 4 of Item 50 or Item B, there
18 are two dollar amounts: One is for Concept 11, recycled
19 product trade show; the second one is for Concept 18, the
20 update of the statewide characterization.

21 And there are three asterisks. Those three
22 asterisks indicate three priority areas that the exec
23 staff noted for the Board. And instead of separating
24 money into those items, we put it in the reserve line for
25 the Board to allocate if they chose to fund those items.

1 Concept Number 3, there is a bill actually on the
2 Governor's desk. And if that's signed, it does have
3 appropriation authority in it. And so that that won't
4 then be pulled off of this list.

5 In addition, the executive staff, in regards to
6 an oversight, forgot to note Item Concept 23, the landfill
7 operator inspector training. That had been agreed to by
8 the Board in previous years to fund four years as a pilot
9 for the actual training. This is the fourth year. And if
10 we had of remembered, we would have put the 50,000 in
11 there.

12 So with that I'd like to turn it over to Susan
13 Villa.

14 CHAIRPERSON MEDINA: Very good.

15 Ms. Villa.

16 CONTRACTS MANAGER VILLA: Chair Medina, Board
17 Member Paparian. Susan Villa, the Manager of the
18 Contracts Unit. And I'm here to present item -- Committee
19 Item B and Board Item Number 50.

20 This item is the annual allocation item for
21 consulting and professional services dollars from the
22 Integrated Waste Management Account. And this item
23 includes five attachments, the first three making up the
24 mandatory or ministerial contracts.

25 And please note that in your agenda item on Page

1 50-2, where it describes Attachment 3 is identified as
2 "RMDZ direct implementation," however, it should be "RMDZ
3 and the Solid Waste Cleanup Trust Fund direct
4 implementation."

5 These types of contracts are either
6 administrative in nature in that they are contracts that
7 are annually renewed and that a break-in service would
8 disrupt the activities of the Board, or they have a
9 specific -- they are specifically related to a mandated or
10 direct implementation program.

11 The Board is provided a listing of the contracts
12 each year. And for informational purposes those listings
13 are included in today's item. The first three attachments
14 are:

15 The mandatory listing.

16 Attachment two is the budget change proposal
17 implementation listing.

18 And Attachment three is the RMDZ and the Solid
19 Waste Cleanup Trust Fund direct implementation.

20 Attachment 4, the fourth attachment, is the
21 formal concepts prepared and submitted by the Board and
22 staff to be considered for approval and funding by the
23 Board from the Integrated Waste Management Account.

24 This attachment includes executive staff's
25 recommendations, which also Ms. Jordan's comments include

1 the additional recommendation from the Executive Committee
2 of the landfill operator training.

3 The total requested in concepts was \$1,999,500;
4 and the amount available to allocate is \$230,675. A total
5 of \$1,768,825 will need to be reduced from these concepts
6 to bring it within the funding available.

7 And to assist the Board in the consulting and
8 professional allocation process executive staff made their
9 recommendations for funding concepts. The executive staff
10 recommendation in the second column.

11 Deb, can you put it up on the Board now.

12 Thank you.

13 These are concepts identified for funding and are
14 considered critical for a program activity.

15 Concept 11 is the recycled product trade show, at
16 50,000 from the Integrated Waste Management account. This
17 is a split-funded proposal and requests an additional
18 50,000 from oil, tire, and RMDZ direct.

19 And Concept Number 18 is the updated waste
20 characterization study. And it's requesting 10,000 from
21 the Integrated Waste Management account, and also includes
22 other funding sources.

23 Then the addition -- which, Tiffany, will you put
24 the additional 50,000 up on the board for the executive
25 staff recommendation -- for the Item Number 23 for the

1 landfill operator training.

2 The balance remaining for consideration by the
3 Committee if the Committee chooses to fund the
4 recommendations by executive staff is \$120,675. In
5 addition, as Ms. Jordan mentioned, the executive staff
6 identified three high priority projects. Those are
7 Concepts 3, 4, and 17 as next concepts to be considered.
8 And there's a couple of different ways the Committee might
9 consider these. One would be to provide seed money for
10 each of them; or possibly just funding one of them, with
11 the potential that the conversion technology concept might
12 have approved legislation and that one would not have to
13 be considered at this time.

14 That's pretty much it for my introductory
15 comments.

16 And would you like us to go through each concept
17 one by one? And Program is here to address any questions
18 that might come up regarding any of the concepts.

19 CHAIRPERSON MEDINA: We're really pressed for
20 time. And so we're familiar with all the contract
21 concepts.

22 Certainly given that there are almost \$2 million
23 in requests and only \$230,000 available to fund these
24 contract concepts, we're going to have to go down in order
25 of some priorities. And so in terms of looking at these

1 contract concepts -- and first I want the record to note
2 that Board Member Moulton-Patterson has joined us.

3 And so let me open up to the Board members and
4 see what recommendations they have.

5 Board Member Paparian.

6 COMMITTEE MEMBER PAPARIAN: Yeah. First of all,
7 a couple of general things -- and I've already -- I spoke
8 to Ms. Jordan about this last week. Clearly there's a
9 need here for a lot of these items. They really mesh well
10 with our strategic plan. Yet we don't have the funds
11 available to allocate to a lot of very worthy projects.

12 So I have two suggestions. And one is that as
13 the budget is developed for '03-'04, that extra effort is
14 really made to assure that we have a larger pot available
15 for contract concepts for next year. And my suggestion
16 would be that you look at over a million dollars as you
17 develop the budget for next year. Given the increase to
18 the tipping fee, given the reductions in our staff, and
19 given the sharp pencils that I know that exist in your
20 office, I hope that we're able to come up with some more
21 funds for these projects for next year.

22 As far as this year, I think that there may be
23 some ways to squeeze more dollars out of this year's
24 budget, perhaps in addition to the traditional redirection
25 that happens in the spring. And if anything can be done

1 there, I would certainly encourage that.

2 And then for some of the projects on here, I
3 think there may be opportunities to take some small steps
4 on some of the projects listed here without a contract
5 allocation. For example, instead of starting the zero
6 waste statewide forums, perhaps we could have a workshop
7 in this building with no real out-of-pocket costs
8 associated with it. That could provide us the sort of
9 information and background that could lead to a more
10 informed development of statewide forums if we have funds
11 available in the future.

12 And then similarly there's an E-waste summit and
13 industry outreach proposal in there. I think there may be
14 some things we could do to have a workshop in Sacramento
15 or even a workshop out of Sacramento, where we don't
16 really have all the bells and whistle associated with a
17 large forum, but perhaps can bring in some important
18 people from the industry and elsewhere and be able to
19 conduct some of this within existing resources. And in
20 fact I have a proposal which I want to go over with Frank.
21 I haven't shared it with him yet. I just got it a couple
22 days ago where somebody's proposing a cosponsorship of a
23 forum on E-waste that would have some of the same audience
24 that we were looking for in this forum. So I'll talk to
25 Frank about that separately.

1 In terms, Mr. Chairman, of a couple of the
2 E-waste items that I would like to try to find some funds
3 for, Concept 20, which is the identification of product
4 stewardship opportunities -- this really takes the step
5 beyond E-waste to look at product stewardship
6 opportunities in other areas -- if we could get that one
7 going for, say, 20,000; and if we could get Item 22, which
8 is the SABRC and environmentally preferred purchasing
9 analysis funded in the range of 30,000. I think that
10 those would be two projects again where we could cut the
11 funding but still get something going, that will be
12 important and have some significant benefits for our
13 strategic plan priorities.

14 CHAIRPERSON MEDINA: Very good. Board Member
15 Moulton-Patterson, are you all right with those
16 recommendations?

17 COMMITTEE MEMBER MOULTON-PATTERSON: Yes, I am.

18 CHAIRPERSON MEDINA: Okay. And I accept those
19 are very good ones.

20 And do you have ones that you'd like to support?

21 COMMITTEE MEMBER MOULTON-PATTERSON: Yes. I
22 certainly am in favor of, I think, the trade show, we need
23 to go ahead with.

24 The request from the Governor to -- office to
25 help with the motion picture industry, certainly.

1 Yosemite closing-the-loop project, I would be in
2 favor of.

3 And, Mr. Paparian, are you going to be putting
4 these in -- and of course bringing back, I'm really
5 interested in this video. But I understand that that will
6 be with oil, we might be able to do some of that with the
7 oil money; is that correct, Mr. Simpson and Mr. Peck.

8 ASSISTANT DIRECTOR SIMPSON: The video game, is
9 that what you're speaking of?

10 COMMITTEE MEMBER MOULTON-PATTERSON: The one that
11 was presented. That might be funded with oil money; is
12 that correct?

13 MR. PECK: The video game concept we are
14 recommending that, yes.

15 COMMITTEE MEMBER MOULTON-PATTERSON: Great.

16 And then is waste characterization study, Ms.
17 Jordan, that -- is that the one that we're in the fourth
18 year of -- or third year?

19 DEPUTY DIRECTOR JORDAN: Well, yeah -- yes or --

20 COMMITTEE MEMBER MOULTON-PATTERSON: Or is that a
21 landfill operator's training?

22 DEPUTY DIRECTOR JORDAN: That's a landfill
23 operator's --

24 COMMITTEE MEMBER MOULTON-PATTERSON: I'm sorry.
25 I know there was one.

1 DEPUTY DIRECTOR JORDAN: But there's also a Board
2 direction to do a waste characterization update every four
3 years.

4 COMMITTEE MEMBER MOULTON-PATTERSON: Right.

5 Okay. So those two I'm also in favor of.

6 And, you know, as Mr. Paparian said, every single
7 item on this list is very important. And if there's a way
8 that we can find the money to do it, we want to do it, you
9 know, we'll be to be looking for ways. But I think we
10 have to stay within the budget right now.

11 CHAIRPERSON MEDINA: Yeah, certainly, Madam
12 Chair.

13 And I think, if you'll allow me, I'll make some
14 recommendations here.

15 And after having looked at the amount of money
16 available and various other sources of funding and the
17 necessity of some of these projects, one of the ones that
18 really merits consideration at this time, and that's
19 Contract Concept Number 17, the threats to organics
20 recycling sampling and best management practices
21 development. And I have that for \$105,675.

22 And the landfill operate -- that's Contract
23 Concept Number 8.

24 And for the landfill operator training for
25 \$25,000.

1 So along with the product stewardship, the SABRC,
2 the motion picture, the organics, and the landfill
3 operator brings us up \$230,675.

4 And I'd like to give staff directions on bringing
5 back the following concepts, if Board members are in
6 support:

7 In regard to the trade show, I'd like to direct
8 staff to fund the trade show at \$75,000 dollars each out
9 of used oil, \$75,000 out of tires, for a total of
10 \$150,000; and this would be added to the RMDZ direct
11 funding of \$50,000; for a total of \$200,000 for the trade
12 show. And this was still be considered split funded, as
13 the staff resources will come from IWMA funds.

14 In regard to the motion picture, I'd like to
15 direct staff to bring back another concept for the motion
16 picture industry for \$100,000, to be added to the \$50,000
17 already approved out of IWMA, for a total of \$150,000.
18 And again this would be staff out of the Markets Division
19 and IWMA funds.

20 In regard to Yosemite closing the loop, we
21 currently have dollars set aside out of the Tire Fund for
22 green building. And we would like to direct staff to
23 modify this concept to be a biodiesel green building
24 facility, which will probably require us to increase the
25 dollars slightly to cover the tire-derived features.

1 Market staff can work with Mr. Eaton on a scope
2 of work to bring forward to the Board for approval.

3 In regard to the waste characterization study,
4 the fund remaining \$10,000, that will no longer be funded
5 out of IWMA. We can identify used oil or another fund on
6 that particular one.

7 And so, again, we would fund the landfill
8 operator for \$25,000 from the tire plan and then \$25,000
9 from this fund, to bring that up to \$50,000.

10 In regard to the video, staff is to bring back a
11 concept in order to consider the video project out of used
12 oil.

13 And, lastly, we understand the importance of
14 protecting the composting industry; and, therefore, we
15 would like to revisit the organic-directs concept during
16 the mid-year allocation. At that time we should have a
17 better understanding of the issues, especially as they
18 relate to clopyralid.

19 And so those are my recommendations at this time.

20 Madam Chair. And, again, we have worked on this
21 diligently from over the past couple of days.

22 COMMITTEE MEMBER MOULTON-PATTERSON: Thank you.

23 CHAIRPERSON MEDINA: And if I could have a motion
24 to move these contract concepts.

25 COMMITTEE MEMBER PAPARIAN: Mr. Chairman, I'm

1 looking at the screen, and I'm not sure they've caught up
2 to some of your suggestions. A think it may be important
3 to be clear on the screen before we move the motion out so
4 everybody knows what we're voting on.

5 CHAIRPERSON MEDINA: Okay. Contract Concept
6 Number 8 is the first one. That's the organic threats.

7 CONTRACTS MANAGER VILLA: At the \$150,000?

8 CHAIRPERSON MEDINA: That is at \$105,675.

9 MS. FRIEDMAN: Excuse me, Mr. Chair.
10 I just wanted, if I could -- it's Item 17.

11 CHAIRPERSON MEDINA: Oh, 17, yes.

12 MS. FRIEDMAN: Thank you.

13 CONTRACTS MANAGER VILLA: What's the subtotal?

14 We're still missing an allocation of \$40,000. So
15 I need to hear the rundown.

16 CHAIRPERSON MEDINA: Okay. In regard to the
17 money amounts, on Contract Concept 17 it's \$105,675.

18 On Contract Concept Number 20, product
19 stewardship, \$20,000.

20 On Contract Concept Number 22, SABRC, that is
21 \$30,000.

22 On the landfill operator training, that's
23 \$25,000. That's contract Concept 23.

24 On the motion picture, that's Contract Concept
25 Number 30 for \$50,000.

1 COMMITTEE MEMBER PAPARIAN: The reason your
2 numbers aren't adding up is you don't have the subtotal
3 below line 29.

4 COMMITTEE MEMBER MOULTON-PATTERSON: Just for
5 clarification, what was the proposal for E-waste? I
6 believe \$50,000.

7 That's out?

8 CHAIRPERSON MEDINA: Yeah.

9 COMMITTEE MEMBER PAPARIAN: Yeah, it was -- what
10 I suggested was splitting it in two ways, with product
11 stewardship at \$20,000 and the buy-recycled campaign,
12 environmentally preferred purchasing analysis, which
13 actually has a strong E-waste component, at \$30,000.

14 COMMITTEE MEMBER MOULTON-PATTERSON: Okay, as
15 long as you're comfortable with that.

16 CHAIRPERSON MEDINA: Okay. So my numbers add up
17 to \$230,675; is that correct?

18 COMMITTEE MEMBER MOULTON-PATTERSON: Um-hmm.

19 CONTRACTS MANAGER VILLA: Yeah, ours also add up
20 to 230,675.

21 COMMITTEE MEMBER MOULTON-PATTERSON: Yeah.

22 CHAIRPERSON MEDINA: Very good.

23 So again the contract concepts under
24 consideration are 17, 20, 22, 23, and 30.

25 If I could have a motion on this.

1 COMMITTEE MEMBER MOULTON-PATTERSON: I'd like
2 to -- Mr. Paparian, go ahead. You go ahead.

3 COMMITTEE MEMBER PAPARIAN: I'll so move.

4 COMMITTEE MEMBER MOULTON-PATTERSON: Okay. And I
5 will second.

6 Do we have it on the record exactly the concepts
7 and the amount? Is that clear for everybody?

8 CHAIRPERSON MEDINA: Before we have a final vote,
9 I don't want to be remiss and not have any public comment
10 on this particular item.

11 Is there any public comment on this item?

12 MR. EDGAR: Mr. Medina and Committee Members,
13 thank you for the opportunity Sean Edgar on behalf of the
14 California Refuse Removal Council.

15 We appreciate the Board's recognition of the
16 funding recommendation for Item Number 17. As you're
17 aware, the organics industry continues under siege. From
18 our perspective, one of the key elements of that package
19 which the Committee is recommending is going to be
20 supporting the PR 1133 South Coast Air Quality Management
21 District response. And we believe that that piece is
22 critical.

23 Industry, as you may be aware, is stepping up to
24 the plate to the best of our ability to perform the second
25 round of testing on clopyralid. And we're positioning

1 ourselves to perform testing for Sudden Oak Death
2 Syndrome. And we appreciate and applaud this Committee's
3 recommendation for funding in the amount of \$105,675 for
4 that Contract Concept 17.

5 Thank you.

6 CHAIRPERSON MEDINA: Thank you.

7 Any other public comment?

8 If not, we'll move ahead and vote on these
9 contract concepts.

10 COMMITTEE MEMBER MOULTON-PATTERSON: Okay.

11 SECRETARY HARRIS: Moulton-Patterson?

12 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

13 SECRETARY HARRIS: Paparian?

14 COMMITTEE MEMBER PAPARIAN: Aye.

15 SECRETARY HARRIS: Medina?

16 CHAIRPERSON MEDINA: Aye.

17 Okay. We have Board consensus. And this will be
18 moved on to the full Board.

19 Next item please.

20 COMMITTEE MEMBER MOULTON-PATTERSON: Before you
21 go on, may I be recognized?

22 CHAIRPERSON MEDINA: Certainly.

23 COMMITTEE MEMBER MOULTON-PATTERSON: I just
24 wanted to apologize for being late. I attended the
25 Governor's September 11th remembrance ceremony. And I do

1 apologize for being late, because this is a very important
2 meeting, and I wanted everybody to know why I was late.

3 And sorry I came in kind of in the middle, Mr.
4 Medina.

5 CHAIRPERSON MEDINA: Thank you, Madam Chair. And
6 we did have a moment of remembrance here before the start
7 of our meeting.

8 COMMITTEE MEMBER MOULTON-PATTERSON: Thank you.

9 DEPUTY DIRECTOR JORDAN: Item C, report on the
10 Waste Board's waste reduction activities in the Cal EPA
11 Headquarters Building. I am proposing to continue that to
12 October. The report -- we are unable to do the report in
13 only five minutes. And we'd like to give it due credit,
14 so we'd like to push that to October.

15 CHAIRPERSON MEDINA: Okay.

16 DEPUTY DIRECTOR JORDAN: Item D. Wes Mindermann
17 will be presenting this.

18 MR. MINDERMAN: Good morning, Mr. Chairman and
19 Members of the Committee.

20 Item D requests the Board consider and approve
21 and engineering services contract for the solid waste
22 cleanup program. The program has utilized engineering
23 services contractors in support of all phases of site
24 investigations and remediations since 1994.

25 The current contractor, which will expire at the

1 end of the month, is Bryan A. Stirrat -- is held by Bryan
2 A. Stirrat and Associates, Incorporated. This proposed
3 contract was awarded by the requests for qualifications
4 process. Selection of the contractor was based on the
5 professional qualifications necessary to satisfactorily
6 perform in the anticipated services at a fair and
7 reasonable price.

8 In response to the Board's RFQ, ten firms
9 submitted statements of qualifications. All ten of the
10 statements of qualifications were evaluated and ranked by
11 a panel composed of five members of Board staff.

12 Based on the interview by the selection
13 committee, Bryan A. Stirrat and Associates was ranked
14 number 1 as the most qualified firm. And staff have
15 completed negotiations with the firm. Board members and
16 their offices were sent a contractor profile on Bryan A.
17 Stirrat and Associates on September 9th, 2002, for your
18 reviewed and consideration.

19 The Board approved Contract Concept 13 with an
20 initial allocation of \$1 million dollars from the Solid
21 Waste Disposal Site Cleanup Trust Fund and a not-to-exceed
22 value of \$2,500,000.

23 Based on the projected use for fiscal year
24 2002-2003 and the desire to preserve the unreserved
25 balance in the trust fund to maintain flexibility for the

1 Board to consider new loans, grants, and Board-managed
2 projects, staff are recommending that the initial
3 allocation for this contract be reduced to \$500,000. The
4 contract may be amended up to the not-to-exceed value of
5 \$2,500,000 with additional funding when, subject to
6 funding availability and Board approval, the program
7 requires additional services.

8 The Board may decide to:

- 9 1) Approve the proposed contractor with a
10 \$500,000 initial allocation;
11 2) Approve the proposed contractor with a \$1
12 million initial allocation; or
13 3) Disapprove the proposed contractor.

14 Based on the results of their request for
15 qualifications, staff recommend that the Board approve
16 Bryan A. Stirrat and Associates for contract number
17 IWM-C2001 with an initial funding allocation of \$500,000.
18 The Permitting and Enforcement Committee heard this item,
19 adopted staff's recommendation, and recommended that the
20 item be forwarded to the Board as fiscal consent.

21 That concludes my presentation. I'd be happy to
22 answer any questions.

23 CHAIRPERSON MEDINA: Board members, any
24 questions?

25 COMMITTEE MEMBER PAPARIAN: Mr. Chair, I'm happy

1 to move the item if there's no questions.

2 I will move Resolution 2002-424, with the name
3 Bryan A. Stirrat inserted in the "resolved" clause.

4 COMMITTEE MEMBER MOULTON-PATTERSON: I will
5 second resolution 2002-424.

6 CHAIRPERSON MEDINA: Very good.

7 If you can call the roll.

8 SECRETARY HARRIS: Moulton-Patterson?

9 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

10 SECRETARY HARRIS: Paparian?

11 COMMITTEE MEMBER PAPARIAN: Aye.

12 SECRETARY HARRIS: Medina?

13 CHAIRPERSON MEDINA: Aye.

14 This item will move as fiscal consent item to the
15 full Board.

16 DEPUTY DIRECTOR JORDAN: Item E has been also
17 continued to the month of October.

18 So we'll go on to F.

19 And Martha Gildart will be presenting.

20 SUPERVISING WASTE MANAGEMENT ENGINEER GILDART:

21 Good morning. Sorry, the order jumped up on me
22 there.

23 Martha Gildart with the Special Waste Division.

24 This item is to consider the allocation of fiscal
25 year 2002-2003 dollars to a project that the Board had

1 previously approved funding for.

2 In November of last year the Board had allocated
3 \$50,000 from fiscal year 2001-2002 and fiscal year
4 2002-2003 to perform an evaluation of the rubberized
5 asphalt concrete technology centers. We went out for
6 master services agreement bid and did not receive any
7 qualified responses and the fiscal year elapsed.
8 Therefore, the \$50,000 from last fiscal year also reverted
9 to the tire fund.

10 What this item is proposing is a way to reinstate
11 the funding for the contract at the full \$100,000.

12 We've presented a couple of options here. And at
13 the Special Waste and Market Development Committee meeting
14 they made a minor change. So let me read what they are
15 proposing, and then we will take any questions.

16 At this time the proposal is to reallocate
17 \$50,000 from the fiscal year 2002-2003 Westley tire fire
18 site long-term remediation projects as allocated in the
19 five-year plan to the Rubberized Asphalt Concrete
20 Technology Center Evaluation Contract.

21 That's Option 2 listed here.

22 The reason this proposal has come up at this time
23 is that the settlement funds from the Mel Oxford CMS
24 lawsuit have now been made available to the Board and
25 established in a separate fund, and we are directed to use

1 those dollars for the remediation of the Westley tire fire
2 site.

3 That means the \$2 million that had been
4 originally allocated by the Board in the five-year plan
5 for the waste tire management program is not needed this
6 fiscal year and will be available for reallocation. And
7 it seemed to make sense to the Committee that the \$50,000
8 be taken from that pot of money, if you will.

9 So if you have any questions, I'd be happy to
10 answer them at this time.

11 CHAIRPERSON MEDINA: Board members, any
12 questions?

13 Any public comment on this item?

14 COMMITTEE MEMBER PAPARIAN: Mr. Chairman, if
15 there are no questions, I'd like to move Resolution
16 2002-472, with the change in the "resolved" clause that
17 the funds come out of -- and maybe, Terry, you can help
18 me. My notes from the Waste Committee said we had it out
19 of the Administration budget -- the Tire Administration
20 budget. But I'm not sure I have that quite right of what
21 the resolution was.

22 DEPUTY DIRECTOR JORDAN: That's what it
23 originally was. And --

24 SUPERVISING WASTE MANAGEMENT ENGINEER GILDART:
25 I'm sorry. There was a --

1 COMMITTEE MEMBER PAPARIAN: Changing from where
2 it says from the FY 2002-2003 student assistant
3 allocation, we change the words "student assistant
4 allocation" to something else.

5 DEPUTY DIRECTOR JORDAN: Yes. There's a revision
6 that came out. And right now it says, "Approve the
7 transfer of \$50,000 from the fiscal year 2002-2003 Westley
8 tire fire site long-term remediation projects allocation
9 to augment the evaluation of the Northern and Southern
10 California Rubberized Asphalt Concrete Technology Centers
11 Contract."

12 COMMITTEE MEMBER PAPARIAN: Okay. So that is
13 what I am moving.

14 CHAIRPERSON MEDINA: Do we have a second?

15 COMMITTEE MEMBER MOULTON-PATTERSON: I will
16 second that.

17 CHAIRPERSON MEDINA: Okay. Resolution 2002-472
18 with the modifications in the "resolved" clause has been
19 moved and seconded.

20 Can we have the roll call please.

21 SECRETARY HARRIS: Moulton-Patterson?

22 COMMITTEE MEMBER MOULTON-PATTERSON: Aye.

23 SECRETARY HARRIS: Paparian?

24 COMMITTEE MEMBER PAPARIAN: Aye.

25 SECRETARY HARRIS: Medina?

1 CHAIRPERSON MEDINA: Aye.

2 Resolution 2002-472 has been passed for fiscal
3 consent on to the full Board.

4 DEPUTY DIRECTOR JORDAN: The last item is a
5 presentation by the Public Affairs Office.

6 So I'll turn it over to Frank Simpson.

7 ASSISTANT DIRECTOR SIMPSON: Thank you.

8 Good morning, Chairman Medina and Board Members.
9 I'm Frank Simpson with the Office of Public Affairs.

10 And with me today is Chris Peck, our Supervising
11 Information Officer and Ombudsman for the Board. We also
12 have Jill Jones, our Outreach Coordinator. And she's also
13 our tattoo applicator. And then we have Bill Albert down
14 on the end who's our Publications and Web Manager.

15 Let me begin by saying today that our office
16 truly does have the most gifted and talented people in
17 state service. And I really do mean that.

18 I'm extremely fortunate to work with such highly
19 creative and motivated individuals:

20 From our media staff, who deal with the daily
21 grind of pesky reporter inquiries; to our publications
22 staff, who magically transform mysterious technical data
23 into the understandable; and our amazingly talented
24 graphic artists, who most recently designed the resources
25 for the future artwork at the 50 percent awards party in

1 Monterey.

2 In the Office of Public Affairs we do a multitude
3 of assignments. We're primarily responsible for
4 developing and implementing statewide information
5 programs. And those programs are to increase the public
6 awareness on all aspects of waste management.

7 We're also the Board's liaison to the media, and
8 we coordinate all media and public outreach activities.

9 Now, I had originally asked for our presentation
10 to be made at the January Committee hearing, because I'm
11 sure you all remember a few weeks ago I came to talk to
12 all of you individually to ask some important questions,
13 like: What is your vision? Where do you think we need to
14 be positioned in the future? And what should our new
15 direction be? Do we need a new slogan or do we need a new
16 brand for the Board? And how do you think we should be
17 marketed now that we are beyond the year 2000 and the goal
18 of 50 percent?

19 Well, we've been compiling all of that data, and
20 we're looking for commonalities among all of the Board
21 members. And based on that we will create a new
22 communications strategy. And at the last meeting we had I
23 promised Mr. Paparian we'd have a draft to you in 30 days,
24 so we're vigorously working on that right now.

25 So what we say today may change in a few days or

1 weeks as our new strategy takes form. But today we will
2 present a few things that our shop is responsible for.

3 So now I'd like to turn it over to Chris Peck.

4 MR. PECK: Thank you, Frank.

5 Good morning, Chairman Medina, Committee Members.

6 Most of you are familiar with our information
7 officers, but I would like to ask that they raise their
8 hands.

9 Lanny Clavecilla,

10 Roni Java,

11 And Deborah Orrill over here behind the computer.

12 This is a veteran team with an extensive
13 background in public information, advertising, and media
14 and public relations.

15 Perhaps our most understood role in media
16 relations is to publicize the actions, programs, and
17 priorities of the Board. We do this through earned media
18 efforts, most often by issuing press releases. Our press
19 room web site includes current releases and archives dated
20 back to 1997. With some 660 releases, we probably rival
21 the Governor's web site in terms of the number of releases
22 we put out.

23 We also prepare editorial opinion articles, or Op
24 Ed's as they're known, to help raise awareness on
25 particular issues. Typically this would be for Board

1 member attribution.

2 Our staff plans and manages media events and news
3 conferences. This is usually done in partnership with
4 local agencies, such as the event late last year
5 announcing the Board's cleanup grants to the cities of
6 Malibu and Santa Monica to address problems with trash
7 contamination in Malibu, Laguna, and Biona Creek.

8 It also has private businesses, such as the
9 annual wrap-of-the-year tour events, which we will begin
10 planning again soon for this year.

11 We also, as Frank mentioned, coordinate response
12 to all media inquiries at the Board. Our role is to
13 assess the needs of reporters and make sure that they get
14 the information they require in a timely basis. Of course
15 this often means that we too are pesky, asking staff to
16 help gather background that a reporter needs usually right
17 away.

18 And we also coordinate press interviews with the
19 Board members' offices on topics of special interests to
20 you, as individual members, providing background that you
21 require to prepare.

22 Another important part of our media relations
23 activities is our news tracking and clipping services.
24 Hopefully you are all familiar with our weekly news
25 summary and with the Boardnet clips. We employ student

1 assistants who spend most of their time serving the
2 Internet news sites to monitor the coverage of Board
3 issues throughout California. Actually my first state job
4 was as a student assistant. And I can't imagine being
5 able to sit around and surf the Internet all the time, so
6 that's a great job.

7 Our office also provides a number of public
8 relation services, mostly serving our internal customers,
9 Board members and staff. We assist in developing
10 marketing and outreach strategies for a variety of
11 programs, meeting with staff to understand their needs,
12 and helping to design a suite of activities in which we
13 often share responsibility to complete to target their
14 audience and tune their message.

15 You're going to hear more about this in a minute
16 from Jill Jones. But in the broader context of the
17 Board's public relations activities, our outreach effort
18 is highly important, giving the Board a presence and
19 spreading its message at a wide variety of public events
20 and exhibitions.

21 We also assist in the development of public
22 speaking points for Board members and executive staff. We
23 rely on program staff working in the subject area to
24 prepare an early draft and then work closely with staff
25 and speaker's office to finalize comments, giving

1 attention to visual presentation as well as to the speech
2 itself.

3 The Public Affairs Office also maintains the
4 Board's calendar, which is available on the web site, and
5 handles the weekly reporting and bimonthly forecasting of
6 upcoming activities which is prepared for agency and
7 distributed to the Board members.

8 Prior to passing the baton on to Jill I want to
9 touch just briefly on my roll as the Board's ombudsman and
10 small business liaison.

11 Basically I serve on-point for inquiries and
12 concerns about waste management issues and Board programs.
13 There is a page on the web site located at the home-page
14 address followed by a forward slash and the word
15 "ombudsman" that provides basic information about getting
16 involved in the Board's processes, particularly in the
17 rule-making efforts, and that provides a direct e-mail
18 link and phone numbers so that individuals and business
19 who have questions or problems can reach me easily.

20 I'd be happy to speak to any of you in more
21 detail about the ombudsman function, especially if you
22 have questions.

23 But I'll pass the mike on to Jill at this point.

24 MS. JONES: Good morning, Chairman Medina and
25 Committee Members. My name is Jill Jones. I'm the

1 Outreach Coordinator for the Board.

2 Outreach staff is here to assist Board staff in
3 participation of events such as conferences, expo's,
4 workshops, fairs, and other public events that have been
5 organized by city and county and local government,
6 business, churches, boy scouts, schools. We assist with
7 the exhibit booths, information tables, graphic designs,
8 trying to get a professional consistent appearance for the
9 Board to be represented at these events.

10 We also provide quantities of informational
11 materials such as brochures and fact sheets, as well as
12 the ever-popular premiums made from recycled content
13 materials.

14 We try to gear the information going to these
15 events to their agenda and to the audience that its
16 presented. Also, as part of the outreach program we can
17 arrange for speakers upon request at these events. And we
18 receive many invitations for Board participation
19 throughout the state for their special events and Earth
20 Day events being held. Many of these cases will send out
21 an all-staff request for volunteers. And we have an
22 enormous positive response from staff. If we can't make
23 it, we send outreach-in-a-box, which is a custom-made
24 information that we send out to them.

25 And we always receive an overwhelming response

1 from local government in these areas. They're very
2 appreciative of the work that we do out there.

3 We have lots of information that's available in
4 hard copy. We also take in a computer and encourage them
5 to go to our web site -- our award-winning web site to
6 look at our programs and the information that they can
7 order as well.

8 Some fast numbers to show you the amount of
9 effort that staff takes to distribute information. Last
10 year we distributed over 77,000 fax sheets and brochures
11 that we shipped out to events and over 67,000 premiums.

12 Month of April is huge for us. That's Earth Day
13 throughout California. April 22nd, to be exact. We
14 generally start shipping six to eight weeks ahead of time.
15 We shipped to over 50 events statewide last year. And
16 Board staff volunteered to staff 20 different events
17 throughout the State of California. And during Earth
18 Month alone we distributed over 16,000 fax sheets and
19 22,000 premiums.

20 And I just want you to know that attending these
21 events is a very positive impact that we're making for the
22 Board, because I get wonderful feedback that we're
23 actually there to help and we assist them. And the little
24 things that we do are so meaningful to them. I think
25 we're kind of a good will ambassador out there. And I

1 find it a privilege to work for this office and this
2 Board.

3 Thank you for your time. And I'm happy to answer
4 any questions should you have them. And if not, I'll turn
5 it over to our wonderful Printed and Web Publications
6 Manager, Bill Albert.

7 MR. ALBERT: Good morning, Chair Medina, Chair
8 Moulton-Patterson, Member Paparian. Bill Albert with the
9 Printed and Web Publications Unit.

10 The goal of the Printed and Web Publications Unit
11 is to support the efforts of Board and program staff and
12 producing the highest quality printed and web-based
13 information materials that meet the need of all of our
14 stakeholders. If I had to summarize in three words how we
15 go about that, those words would be standards, staff and
16 service.

17 The PWPs Unit within Public Affairs serves as
18 this organization's editorial board. As such, we set the
19 standards that all of our publications need to meet before
20 they're distributed to the public.

21 We have these standards set, established, and
22 available to staff within our PWPs guide, which is
23 available on Boardnet and soon to be made available on our
24 public web site so that others who have need of this,
25 including contractors who develop publications for us,

1 will have ready access to it.

2 Staffing: I've only been with the Board just shy
3 of two years. And in that time I've become aware of the
4 exceptional staff that we're fortunate to have. Within
5 the PWPs Unit I have to tell you, quite honestly, our
6 staff is a cut above.

7 Our two graphic artists are very skilled, very
8 dedicated, very professional. Their favorite word is
9 "yes." And from looking at the work that they develop, I
10 have to believe they're one of the fortunate individuals
11 that actually get to dream in color.

12 Our two associate editors are, again, very
13 skilled, very focused, very detailed oriented; and
14 patiently and repeatedly remind me about all the English
15 classes I slept through in high school.

16 We're also fortunate to have four students that
17 work for us, two in our publications clearinghouse and two
18 also -- two other graphic students that assist with the
19 graphics effort.

20 As far as service goes, I think that if we were
21 to only fulfill the role of gatekeeper, I think we'd only
22 be doing part of our job. One of the things that I've
23 stressed since the first day I got here was that I want to
24 make sure that every project that we're involved with, we
25 add value to. And that's why I encourage our staff to

1 coordinate and meet with, and they do, meet with program
2 staff as early in a project development, so that we can
3 share with them our abilities to help them focus and
4 coalesce so that the planning can proceed smoothly and we
5 can end up with the best possible output.

6 The major efforts that we devote ourselves to.
7 Again, primarily we edit and design all Board
8 publications. And this can be from as small as individual
9 brochures and fax sheets, all the way up through
10 legislatively mandated reports.

11 We are also the web content manager for the
12 Board. And, as such, we review and approve all web
13 content before it goes up, primarily to make sure that
14 it's readable and useful to our many stakeholders. And in
15 this effort we coordinate very closely with the
16 Information Management Branch to make sure that all of our
17 5,000-plus web pages are as useful to our stakeholders as
18 possible.

19 Our Graphics Support Unit, as Frank has
20 mentioned, develops all manner of graphic support items,
21 from banners, to posters, to oversize checks, to
22 brochures, and I think including most recently the very
23 beautiful cast glass plaque that was used to honor those
24 jurisdictions that met the 50-percent diversion mandate.

25 Also, our Graphics Department is being utilized

1 more and more by Agency. We've developed the business
2 cards that we all use, the letterhead that all the BDO's
3 use. And we find ourselves -- and also the
4 accomplishments and priorities report.

5 We also maintain the publications clearinghouse
6 that responds to the phone and Internet requests for all
7 of our publications. And over the last years we've
8 managed the Board's print budget.

9 For the future we're going to be continuing to do
10 the good things that we currently do, and always on the
11 look-out to improve what we do so that our publications
12 and our communications effort is as effective as possible.
13 We're always going to be looking to expand our web-base
14 communications efforts, because of -- it ties into our
15 basic mantra of reducing wastes and it also allows more
16 and more people to get access to the information we
17 produce; as well as examining ways that the Board may
18 further meet its environmental justice responsibilities,
19 including looking at providing our information in
20 languages other than English. And also looking for ways
21 that we can expand on public participation opportunities
22 so that all of our stakeholders can meaningfully
23 participate in the deliberations of this Board.

24 Thank you very much. I'd be glad to answer any
25 questions.

1 CHAIRPERSON MEDINA: Wonderful. Thank you. And
2 I want to thank Mr. Simpson. You certainly do have a hard
3 working and stellar staff, and we appreciate the work that
4 you do for Board members.

5 Okay. With that, I will adjourn today's meeting
6 with regard to the business at hand.

7 But before we close, Board Chair Patterson has an
8 announcement to make.

9 COMMITTEE MEMBER MOULTON-PATTERSON: Thank you,
10 Mr. Medina.

11 And I just wanted to let you know that in just a
12 few moments we're going to have the privilege of swearing
13 in our newest Board member. We're going to -- instead of
14 hopping across these little barriers here, we're going to
15 walk around and do it right out here because -- do the
16 swearing in because we all -- we're broadcasting this --
17 is that the right word -- over the Internet and so we need
18 to do the actual swearing in right in here. And then we'd
19 like to invite you and everyone that's listening to come
20 to outside the Coastal Room for some cake and some
21 reception and a chance to get to know Mr. Cannella.

22 So with that, we'll regroup. And love to have
23 any of you that are here stick around and meet our newest
24 Board member.

25 //

1 (Thereupon the California Integrated Waste
2 Managment Board, Budget and Administration
3 Committee meeting adjourned at 10:30 a.m.)
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1 CERTIFICATE OF REPORTER

2 I, JAMES F. PETERS, a Certified Shorthand
3 Reporter of the State of California, and Registered
4 Professional Reporter, do hereby certify:

5 That I am a disinterested person herein; that the
6 foregoing California Integrated Waste Management Board,
7 Budget and Administration Committee meeting was reported
8 in shorthand by me, James F. Peters, a Certified Shorthand
9 Reporter of the State of California, and thereafter
10 transcribed into typewriting.

11 I further certify that I am not of counsel or
12 attorney for any of the parties to said meeting nor in any
13 way interested in the outcome of said meeting.

14 IN WITNESS WHEREOF, I have hereunto set my hand
15 this 19th day of September, 2002.

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23 JAMES F. PETERS, CSR, RPR
24 Certified Shorthand Reporter
25 License No. 10063